



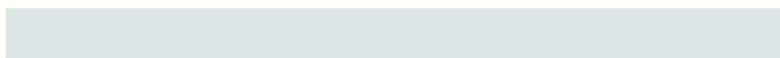
5 Day Challenge:

EMPOWER YOUR
BEAUTY

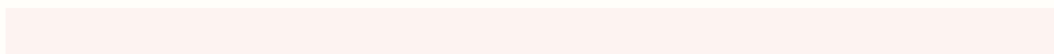
GUIDEBOOK



TABLE OF Contents



Caring For Your Skin



EMPOWER
YOUR BEAUTY

Day 1: The Foundation

WITH FUMIKO



AN EMPOWERED DAY STARTS FIRST THING IN THE MORNING!

I was never a morning person. This routine took me years to structure and fit into my day to find the perfect balance between me-time and health. *My Morning Routine* gives me the space, time, and mindset I need to be the best version of myself! It's been worth the long journey to make this a natural part of my day!

Fumiko's Suggested Morning Routine:

- 1 Start Early.** Leave yourself plenty of time to focus on yourself, get centered, and feel positive about your day, before you need to start your daily duties. Take this time to set the tone for the entire day.
- 2 Focus on Mindset.** Use Affirmations to pinpoint your focus for the day. The morning is the best time to practice daily affirmations because your subconscious mind is still very active and your analytical mind is still half asleep. Fill yourself with positivity and happiness!
- 3 Facial Acupressure.** Starting from your forehead, work your way down the face going over your eye area, cheeks, neck and jawline. By stimulating the face, you'll gradually wake yourself up.
- 4 Brush Teeth and Tongue.** Without turning on any lights, brush your teeth and tongue to help prevent tooth decay, morning breath, and to naturally sync with your circadian rhythm.
- 5 Greet the Sun.** The ideal time is right at sunrise! Go outside and take a few deep breaths, get fresh air and feel the energy from the Earth and Sun. If you can't get outside, stand by a window or glass door instead.
- 6 Drink Hot Water.**
- 7 Meditate, Yoga, Stretching (30 mins).**
- 8 Check Your Daily Schedule.** Visualize your day and the appointments you and your family have. This will help you prepare for a day full of positive energy.
- 9 Prepare a Fresh Breakfast.** My morning breakfast usually consists of fresh fruit and maybe greek yogurt and an egg. While I'm making breakfast I also get creative and treat my skin based on how it's feeling.
- 10 Do a D.I.Y Face Mask (Optional).** Honey, yogurt, egg white, get creative while you make breakfast!
- 11 100 Times Face Splash Method.** 100 times face splash washes off extra oil my skin produced during the night. The ideal temperature is a little cooler than your skin.
- 12 Follow with Moisturizer and Sun Protection.** Depending on your skin condition, you may need a combination of serum and moisturizer, or just a light mist of Toner after the 100 Times Face Splash. If you're going out in the sun, be sure to properly protect your skin.
- 13 Practice Face Yoga!**

Morning Face Yoga Routine for an Empowered Day:



The Big O™

Drastically improves blood circulation and boosts your glow!



The Mini Face Lift™

Lifts the entire face and neck in one pose!



The Instant Pick Me Up™

Fantastic for lifting the body, mind, and face!

Today's Takeaway: *Body, Mind, Face Connection*

With Face Yoga, not only are you **boosting collagen and elastin** while stimulating the blood flow and muscles of your face, you are also taking **time for yourself**, learning to explore your face and skin, and understanding why and how the signs of aging appear in your face. **With this knowledge, you will be able to keep your skin tone even, reduce and vanish fine lines and wrinkles, and be able to have a healthy skin metabolism!**

How To Do The 100 Times Face Splash Method

- 1 Use a bowl filled with cold or lukewarm water. The water should be just a little bit colder than your body temperature.
- 2 Do 80 splashes all over your face.

For the last 20 splashes, you can add some ice cubes to the water for an extra boost.

- 3 Gently pat your face dry and immediately apply toner and/or moisturizer.



TIPS:

- To save water, after the splashes you can water your plants with the used water.
- You can do the 100 Times Face Splash in the morning, in the evening or both! Always listen to your skin.
- Keep a good posture, be careful with your lower back.
- If you have acne, to avoid spreading bacteria all over your face, do not use a bowl.

EMPOWER
YOUR BEAUTY

Day 2: Skin Structure 101

WITH TINA



There are three primary layers of your facial skin and every layer ages differently. With the Face Yoga Method, you can take care of each and every layer of your skin! Face Yoga works on a deeper level, and improves the muscles beneath the skin while also delivering vital nutrients to the skin. Combining this with a healthy lifestyle, nutrition, drinking enough water, meditating, doing digital detoxes, and a lot more will help your skin look amazing!

Epidermis

The primary function of the Epidermis is to act like a barrier against bacteria, viruses, heat, allergens, and a lot more. The keratin in this layer provides toughness and water resistance, and the melanin gives your skin its color and protects your skin against the UV rays in the sunlight or from the sunlight. In this layer, you also find the pores.

Targeted Practice: *Topical skin care reaches this level of our skin. This is important because we never want to strip away all the good oils or sebum from our face because the sebum is an important part of this protective barrier. This is also why boosting your sun protection is key, and Pure Oxygen Plasma will help boost the effectiveness of your sunscreen.*

Targeted Practice: *Using a Derma Roller allow cell stimulation to boost collagen and elastin, they also help to get product to the Dermis.*

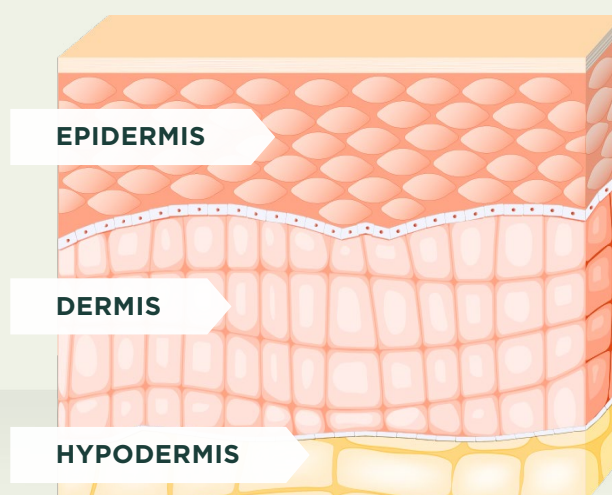
Hypodermis

The deepest layer is made of connective tissue and fat, and the connective tissue directly attaches the skin to the muscle. This is different than in our body and **this is why Face Yoga really works for every face.**

Targeted Practice: *When you work on the 50+ muscles of the face through Face Yoga, you will directly work on the skin.*

Dermis

This is the middle layer of our skin. It contains two very important proteins: COLLAGEN and ELASTIN, which **provide firmness, strength, and elasticity for our skin.** In this layer, we also find a lot of blood vessels, immune cells, and also the glands which produce sweat and the sebum, which is very important for our barrier.



Skin Care – Not Skin Wear

While there are a lot of creams on the market with collagen and elastin in them, these products are NOT very effective for your skin because the particles are way too large to penetrate through your skin. They will sit on top of your skin, maybe they are leaving your skin with a nice and soft feeling but they will not help your skin.

What Boosts Collagen And Elastin

If you want to help your skin and you want to boost the collagen production, the ONLY proven way to boost the collagen production is to activate the cells which are producing these proteins. Studies show that **using a Derma Roller** increases collagen production up to 400%.

Vitamin C

As we age, the concentration of Vitamin C in our dermis and epidermis naturally declines.

Luckily Vitamin C is able to penetrate through our skin and feeds our collagen and elastin. Vitamin C for skin care should be used topically, and is best applied after we have used the Derma Roller, because we have created these micro-pathways which enables our Vitamin C serum to penetrate faster, deeper, and better into our skin.

For daily use, night time application is suggested since Vitamin C is photosensitive.



Today's Takeaway: Go Deep

The simple combination of Derma Roller and 20% Vitamin C Concentrate along with doing face exercises will help your skin, will boost the collagen production, will increase the blood circulation, will activate the lymphatic system, will plump up the muscles in the skin, will relax your face and will do so much more!



How To Cleanse Your Face The Right Way

Using a gentle, cream cleanser and the 'skin-on-skin' technique is the best way to purify your skin without unwanted damage. Always cleanse your face before using a Derma Roller. Use less frequently if you have sensitive skin.



DIRECTIONS:

- 1 Remove your makeup with a makeup remover or our [Purifying Cream Cleanser](#).
- 2 Apply a pea-size amount of cleanser to fingertips and emulsify with water.
- 3 Starting with your forehead, use gentle circular motions to massage each area of your face. Spend about 30 seconds on each area.
- 4 Rinse with 100 Times Face Splash Technique.

How To Use Your Derma Roller

[The Derma Roller](#) should be used regularly one to two times per month. Frequency varies for each user, listen to your skin. Those with less sensitive skin can have great results using it once per week. If your skin is very sensitive, you may only need to use the Derma Roller once a month.

DIRECTIONS:

Use rubbing alcohol to clean your Derma Roller before each use.

- 1 Starting with a small area of your face, roll the Derma Roller back and forth horizontally for several rolls, then lift the Derma Roller off of your skin before switching to up and down movements. Finish by lifting the Derma Roller off of your skin and use diagonal movements. Apply gentle but firm pressure. Your skin may start to get red, but it should not bleed.
- 2 Repeat these instructions for every area of your face EXCEPT the eye area, which is very sensitive.
- 3 Make sure to lift up the Derma Roller to switch to other areas of your face.
- 4 To Derma Roll your body, use the extra 1.0mm needles and follow the same instructions.



EMPOWER
YOUR BEAUTY

Day 3: The Gut-Skin Connection

WITH FUMIKO



Today, we're combining all of our knowledge so far and focusing on the easiest thing you can do for your skin without touching it! If you're experiencing sagging skin, dull skin, brittle nails, aching joints, brittle and thinning hair, think of collagen as a part of your skin care ritual. Here's how to seamlessly integrate it into your Face Yoga Practice, combine it with your high-quality skin care, and let it be a part of your routine and your self-care!

The Gut-Skin Connection

The gut and skin have an interconnected relationship. This is the scientific fact behind the phrase "you are what you eat".

The gut and skin share common purposes and are both organs which are essential for immune and

neuroendocrine function. Our skin is an external sign of our internal world and is an indicator of our overall health.

Why You Need A Quality Collagen Supplement

As you age, your body produces less collagen, which can lead to wrinkles, joint pain, and other age-related issues.

Collagen loss is one of the major causes of wrinkles and sagging skin, among other structural changes, like the density of your bones, the strength of your hair, and the flexibility of your joints.

*In order to restore our collagen at a high enough level for our skin to benefit, **collagen supplements are necessary.***



Three Things To Look For In Your Supplement

1

Type I and Type III Collagen

Compared to other animal sources, wild-caught marine collagen is the best choice because collagen in fish skin is most-similar to the collagen in the human body.

Marine collagen is your best option for Type I and Type III collagen supplementation.

2

Hydrolyzed Collagen

Research and scientific data prove that hydrolyzed collagen is the very best method for extracting collagen if you want to see benefits in your skin.

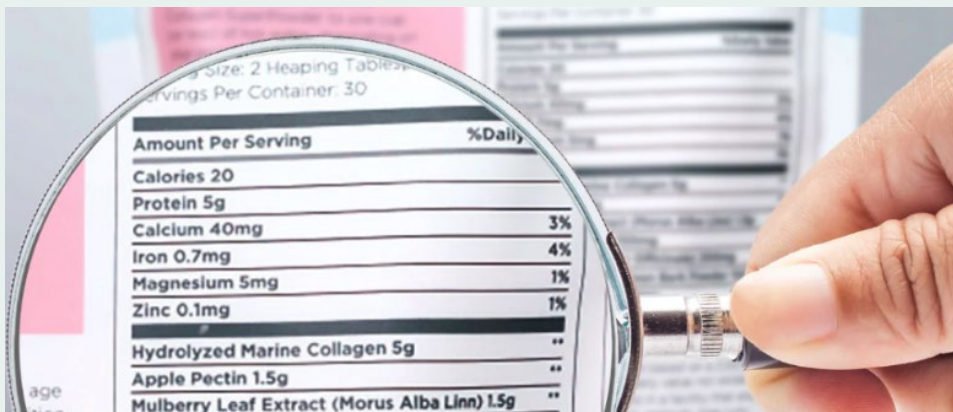
Hydrolyzed collagen are smaller, digestible particles are designed to be easily used by your body and provide a much higher chance of making it through the digestive process, improving your opportunity to experience the benefits for your skin, hair, nails, and joints.

3

Skip The Sugar

There's nothing more inflammatory than sugar for both your gut and your skin.

Studies prove over and over how sugar ages our cells, is linked to collagen loss, and destroys our gut microbiome and health.



Meet Face Yoga Method Collagen

ALL-NATURAL INGREDIENTS:

- Hydrolyzed Marine Collagen
- Apple Pectin
- Mulberry Leaf Extract
- Maca Root Powder
- Ginger Root
- Organic Ceylon Cinnamon Bark Powder
- Cardamom Powder
- Hyaluronic Acid (as Sodium Hyaluronate)
- Clove Powder



How SuperPowder Works

Collagen SuperPowder works by introducing small, easy to digest molecules directly into the gut where it is digested and broken down into smaller particles our tissues can use.



DIRECTIONS:

- 1 Add SuperPowder to your favorite beverage or recipe.
- 2 Enjoy every sip.
- 3 Within one hour after ingestion, collagen appears in your bloodstream.
- 4 Absorbed collagen reaches your skin where it can be retained for up to two weeks.



SuperPowder Benefits

A growing number of lab-based studies have proven the potential for collagen supplements to show visible effectiveness and support like:

- Skin, hair, and nail luster and strength*
- Wrinkles and scar tissue*
- Stronger bones for an unstoppable body*
- Healthy joints*

**These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.*

EMPOWER
YOUR BEAUTY

Day 4: Caring For Your Skin

WITH MARIA



The way that so many of us feel about ourselves reflects on our face, and our face is our first impression. We've kept our skin care boutique small and bespoke because everything in our collection has to spark joy in us and be something we cannot live without. **Skin care is an investment in yourself** and your self-care and it needs to support your results. But often we use products that put our skin further behind, than actually support it. Cleanser is one of the most commonly overdone skin care products which can lead to unhealthy skin.

Purifying Cream Cleanser

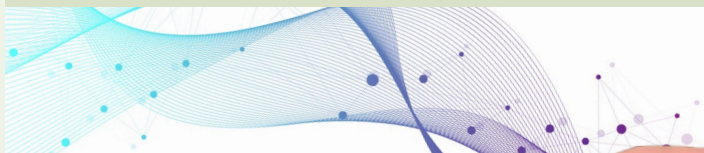
After years of research we've finally hand-blended **the perfect daily Cleanser that works WITH your skin naturally.**

JOJOBA OIL



This all natural oil is **very similar to the protective layer of our skin** making it easily absorbable and **perfect for all skin types, especially for dry skin.** Jojoba oil gives your skin **weightless, lasting hydration for hours after application.**

ACETYL OCTOPEPTIDE-3



Support the health of your skin and the **regeneration of elastin and collagen**, with this compound peptide. It helps **repair wrinkles and scars**, making it **perfect in maturing healthy skin treatments** and for **smoother and younger-looking skin.**



Balancing Spray Toner

ALOE



For acne sufferers, **Aloe Vera** is an ingredient that will promote faster healing of blemishes. This ingredient is also common in after-sun products because not only does it promote healing, but it also has a soothing, anti-inflammatory effect that helps calm irritation. The amino acids in **Aloe** work to soften **skin** cells.

The moisturizing effects of Aloe can help alleviate dry, itchy skin associated with eczema. Aloe vera gel may also help alleviate seborrheic dermatitis. While this oily form of eczema is most often found in the scalp, it can also affect parts of your face and behind the ears, too.

COMFREY ROOT



Comfrey roots and leaves contain **allantoin**, a substance that helps new **skin** cells grow, along with other substances that reduce inflammation and keep **skin** healthy. **Comfrey** ointments have been used to heal bruises as well as pulled muscles and ligaments, fractures, sprains, strains, and osteoarthritis.

SAGE



Sage **stimulates cell renewal and increases blood circulation**. The herb is rich in calcium and vitamin A, which are needed for daily cell regeneration which **minimizes wrinkles**. Sage improves the appearance of varicose veins and broken capillaries and **reduces redness**.

CLARY SAGE



Clary Sage is suited to both oily and dry skin types. Its balancing property **stabilizes the production of natural oil and sebum to prevent acne breakouts** and to naturally balance your skin to an **optimum level of hydration**.

Today's Takeaway: *Beauty Comes From Within*

We are all susceptible to the marketing and the advertising of these seemingly perfect human beings that are made even more perfect by Photoshop, filters, and more. We know this perfection doesn't exist, and yet, when we look in the mirror we can feel ashamed or disappointed. But our beauty comes from within, and the only way to find it is to unpack all of the baggage, and take an honest look at who you are. And that person - is uniquely beautiful. The more you say it, the more you'll feel it!



How To Use Your Cleanser And Toner

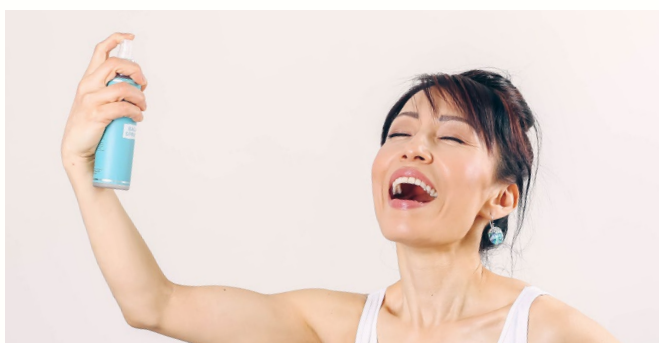
Cleanse, refresh and balance your best asset. A fresh face is a happy face, use this collagen-boosting duo!

Our weightless **Cream Cleanser** is the perfect balance of cleansing and moisturization perfect for sensitive or mature skin types. This gentle micro-foaming cleanser, can be used morning and evening, or just in the evening depending on your skin condition.

It's important to follow your cleansing routine with a Toner to equalize your skin pH and help it look its best! Spritz on a bouquet of mother nature's finest botanicals to invigorate the senses and add a dewy glow to your skin post-cleanse, with our **Balancing Toner**. **Using these two products together can give you clear, radiant, happy skin every day of the week.**

HOW TO USE THE CREAM CLEANSER:

- 1 Wet the entire face with a few splashes of tepid water.
- 2 Apply a pea-size amount to the palms of your hands.
- 3 Apply in gentle upward circles and rinse with tepid water thoroughly.
- 4 Follow with Balancing Spray Toner.



HOW TO USE THE SPRAY TONER:

- 1 After cleansing, on a towel-dry face, mist 2-3 pumps.
- 2 Air dry.
- 3 For best results, follow with serum.

EMPOWER
YOUR BEAUTY

Day 5: Beauty Rest & Recovery

WITH FUMIKO



I'm in my early 50s, and I know first-hand what menopause can do to our routine, and especially sleep. The saying "Beauty Rest" is just that, it gives your body the time to repair and heal all of the cells and muscles and help you look less tired. But, there are some tips for reducing wrinkles while you sleep that are easy to apply! Plus, I've got some tips for winding down the day to help you get the quality of sleep you need both mentally and physically. Here's a look into a great evening routine.

Start With Skin Care

I wash my face very well with our Purifying Cream Cleanser, followed by the 100 Time Face Splash, every night.

Right after that, I use our new **Balancing Spray Toner** as a light moisturizer and to re-balance the skin. Lastly, I apply our 20% Vitamin C Concentrate. If my skin is feeling extra dry, I also use Oxygen Plasma, then Whipped Oxygen Moisturizing Cream to seal everything in!

HOW TO APPLY MOISTURIZER TO MAXIMIZE BENEFITS:

How you actually apply products to the skin affects the results that you can achieve.

Here's how to apply your moisturizer correctly:

- 1 Clean your face thoroughly, making sure that you remove all traces of make-up.
- 2 Pat your face dry with a towel.
- 3 Dot the cream on your entire face. Don't forget to include your neck.

- 4 Use upward strokes when applying the cream.
- 5 Don't forget about your lips and eye areas as well.
- 6 Use downward strokes on your neck to encourage the drainage of toxic substances from your face.
- 7 Finally, rub your palms together and massage your face with them.

When applying any product to your face,

always consider how it is affecting not only your skin, but also the muscles and lymph nodes around

the area. The results you wish to see in your face are directly related with how you treat the rest of your body.



Tips For Better Sleep

1 Hot Water. I drink hot water all day long, but especially after dinner and before going to bed. Hot water after dinner promotes better digestion and you will feel so clean in the morning (your skin too!)

2 Minimize Artificial Light. I use **minimum artificial light** toward my bedtime and turn off my digital device at least 90 minutes before bedtime. Blue light that comes from digital devices and artificial lights affect the quality of your sleep. Use **candlelight instead**. Candles help you feel mentally relaxed and **prepare you for a good night's sleep**.

If you are going through menopause, you might be having some sleeping issues such as having a hard time falling asleep, or waking during the night. I hear you - I am over 50, so you can imagine!

3 Try Essential Oils. Essential oils are powerful extracts and some can help **balance your hormonal system and improve the quality of sleep**.

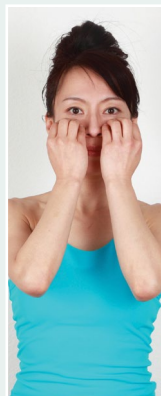
Some of my personal recommendations are:

- **Lavender and Roman Camomile:**
If you're easily irritated
- **Sweet Orange:**
If you tend to feel sad or depressed
- **Rosemary:**
If you feel lack of motivation or excitement

Play with the oils you like and find your personal preferences.

My personal favorite combination of oils are: geranium, lavender, lemongrass, and jasmine!

4 Practice Face Yoga.



Tapping: Our body has an entire system called the meridian system or “energy highways”. This gentle ritual not only relaxes you, but also centers you mentally by activating body and mind as you travel down your meridian system. You can do this pose if you are stressed out and need a calming practice. Perfect for just before going to bed.



The WOW™: This pose releases tension and stress from your entire face, and especially from your jaw. It works wonderfully to practice about 5-10 repetitions of this pose just before bed if you suffer from TMJ or grind your teeth at night.

5 Sleeping Position. Did you know you can fight wrinkles in your sleep? To help you minimize wrinkles in your sleep there are three types of head supports I recommend:

- **If you are a back sleeper:**
A rolled up towel is great
- **If you sleep on your back and side:**
Try the 'Save My Face Pillow'
- **Perfect for side sleepers:**
The 'Sleep and Glow Pillow'

I switch my pillows all the time depending on how I feel or how my body feels like sleeping.

Today's Takeaway: *Rest and Relaxation*

Our bodies do so much for us and in order to look and feel our best proper sleep is crucial. Unfortunately, our hormones and busy minds can tend to keep us from getting the sleep we need. Thankfully all you need is a few simple tricks. We can train our bodies to relax and fall asleep faster and deeper. Soak in all this amazing information and get your beauty rest tonight!



You Are An Empowered Beauty

Thank you for being BOLD enough to celebrate your age and EMPOWER YOUR BEAUTY!

An Empowered Beauty is one who **understands her skin, celebrates her age, and embraces her journey of self-discovery**. She no longer fears the word “beauty” and KNOWS to her core that **she is perfect** and she is beautiful and that nobody can decide this for her.

An Empowered Beauty knows how to make the right decisions for HER needs and **makes conscious decisions about what she invites into her life**.

She understands that she is on a journey to discovering herself through self-care, self-love, and self-acceptance.

And that the most important relationship is the one with herself.

It's Time To Claim Your Title

As a special thank you and congratulations gift, we've created a special EMPOWERED BEAUTY COLLECTION in our Shop with all of the Face Yoga Method products you've seen featured in this Challenge.

We've hand picked our very favorite products which spark joy and help you fulfill an EMPOWERED BEAUTY ROUTINE.

Now you see how you can EMPOWER YOUR BEAUTY each and every day, and make this world a more beautiful place.

On behalf of myself, the Experts in this Challenge, and the entire FYM Community, welcome Face Yogi!!

You ARE Beautiful!

Empowered Collection

SHOP EMPOWERED SKIN CARE NOW

